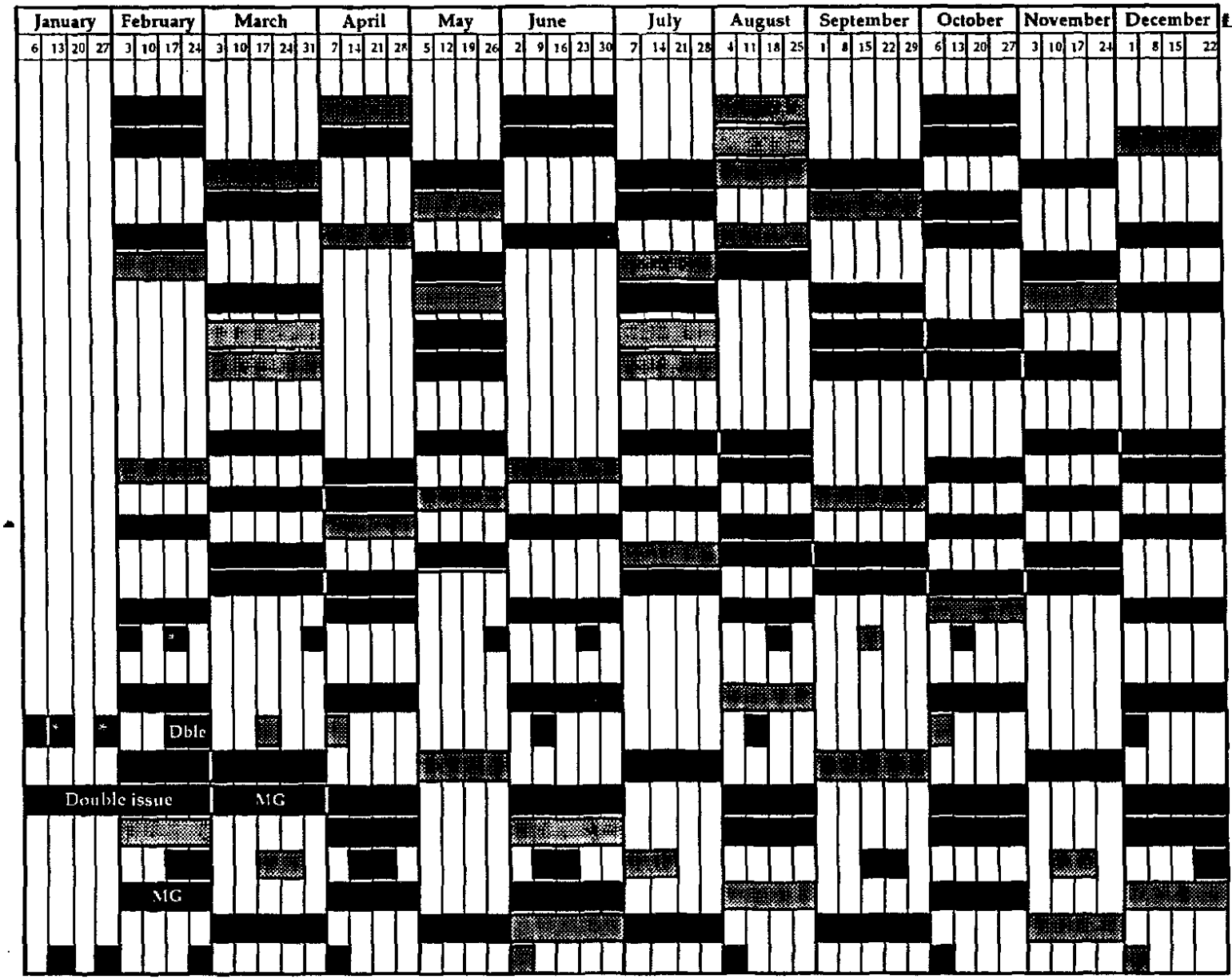
Philip Morris
Parliament Lights
1997 Recommnded Print Plan



PUBLICATION	# Ins.	$(000)
Women's Category		
Allure	5	$107,495
Cosmopolitan	6	$139,672
Elle	6	$131,900
Glamour	5	$189,775
In Style	6	$66,126
Mademoiselle	5	$129,660
Marie Claire	6	$105,154
New Woman	5	$63,452
Vogue	6	$176,160
Men's Category		
Audio	6	$27,174
Details	6	$99,598
Esquire	6	$61,406
GQ	6	$134,455
Out	6	$28,950
Penthouse	6	$117,510
Playboy	6	$142,913
Sports Illustrated	8	$346,618
Entertainment		
Live	6	$44,540
Ent. Weekly	10	$128,689
Interview	6	$53,124
Movieline	7	$66,729
Premiere	6	$89,010
Rolling Stone	8	$205,895
Spin	6	$45,294
Us	6	$94,000
People	8	$278,908

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PARL PLOT-96

Source: https://www.industrydocuments.ucsf.edu/docs/xxfy0004

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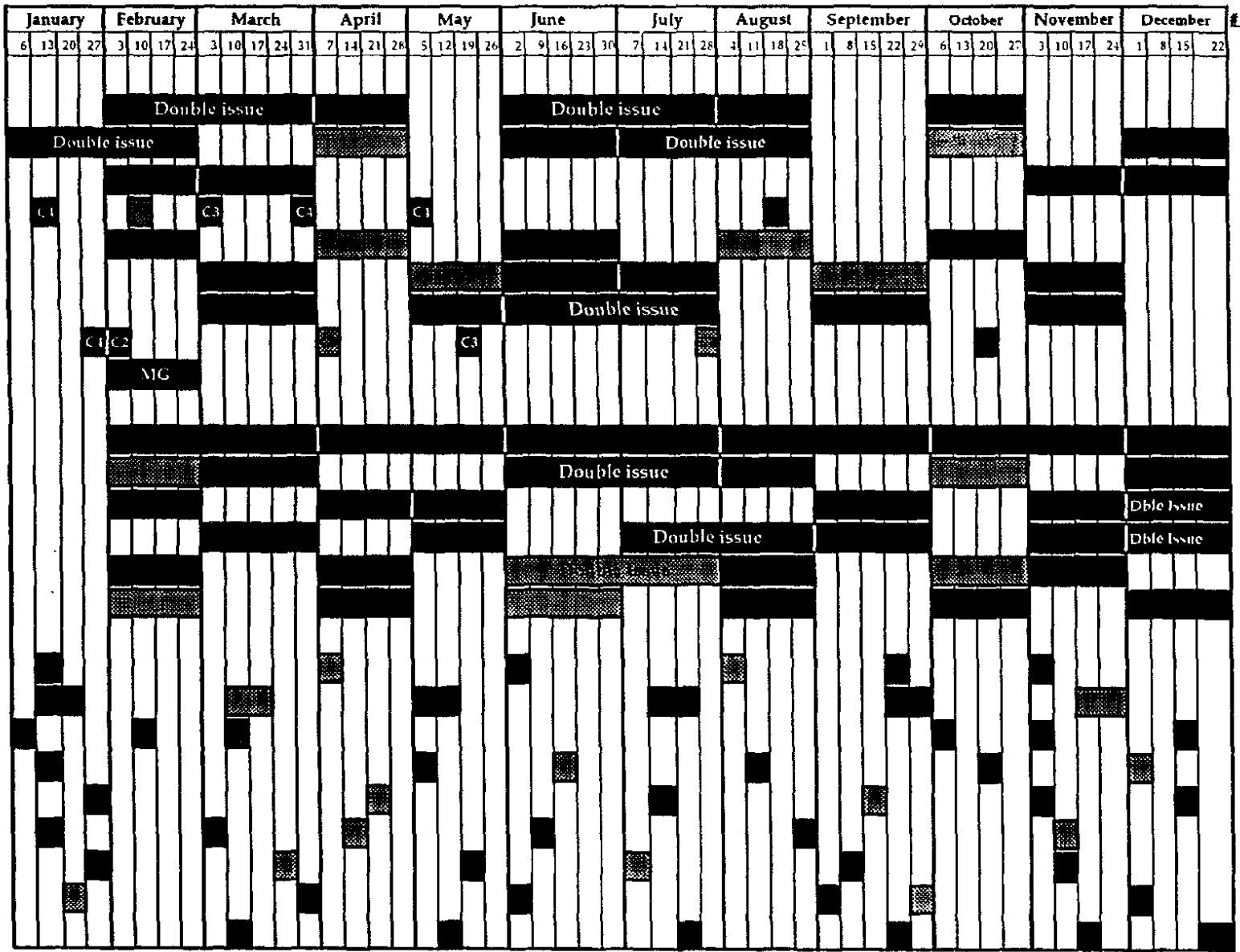

PUBLICATION	# Ins.	$(000)
Local/Reg'l Mags.		
Bikini	5	$26,225
Encore	6	$24,840
Ocean Drive	4	$21,648
New York Magazine	6	$222,420
Paper	5	$37,430
Playbill	6	$463,836
Raygun	5	$26,225
Time Out NY	6	$25,254
Manhattan File		
General Editorial		
Fast Company	6	$37,200
George	6	$46,000
POV	6	$63,000
Swing	6	$27,090
Vibe	6	$105,252
Vanity Fair	6	$181,900
Alt. Newsweeklies		
Boston Phoenix	6	$63,276
Improper Bostonian	6	$35,526
Miami New Times	6	$19,464
Phil City Paper	6	$14,388
Phil. Weekly	6	$16,872
Village Voice	6	$53,734
NY Press	6	$17,358
Resident Pubs	6	$40,000
Villager	6	$14,988
	Print Total:	$4,658,138
	Party Zone:	$150,045
	Print Grand Total:	$4,808,183

- BLUE INSERT - GREEN INSERT MG-November issue

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Source: https://www.industrydocuments.ucsf.edu/docs/xxfy0004

Philip Morris
Parliament Lights
1997 Florida "Blue" Activity

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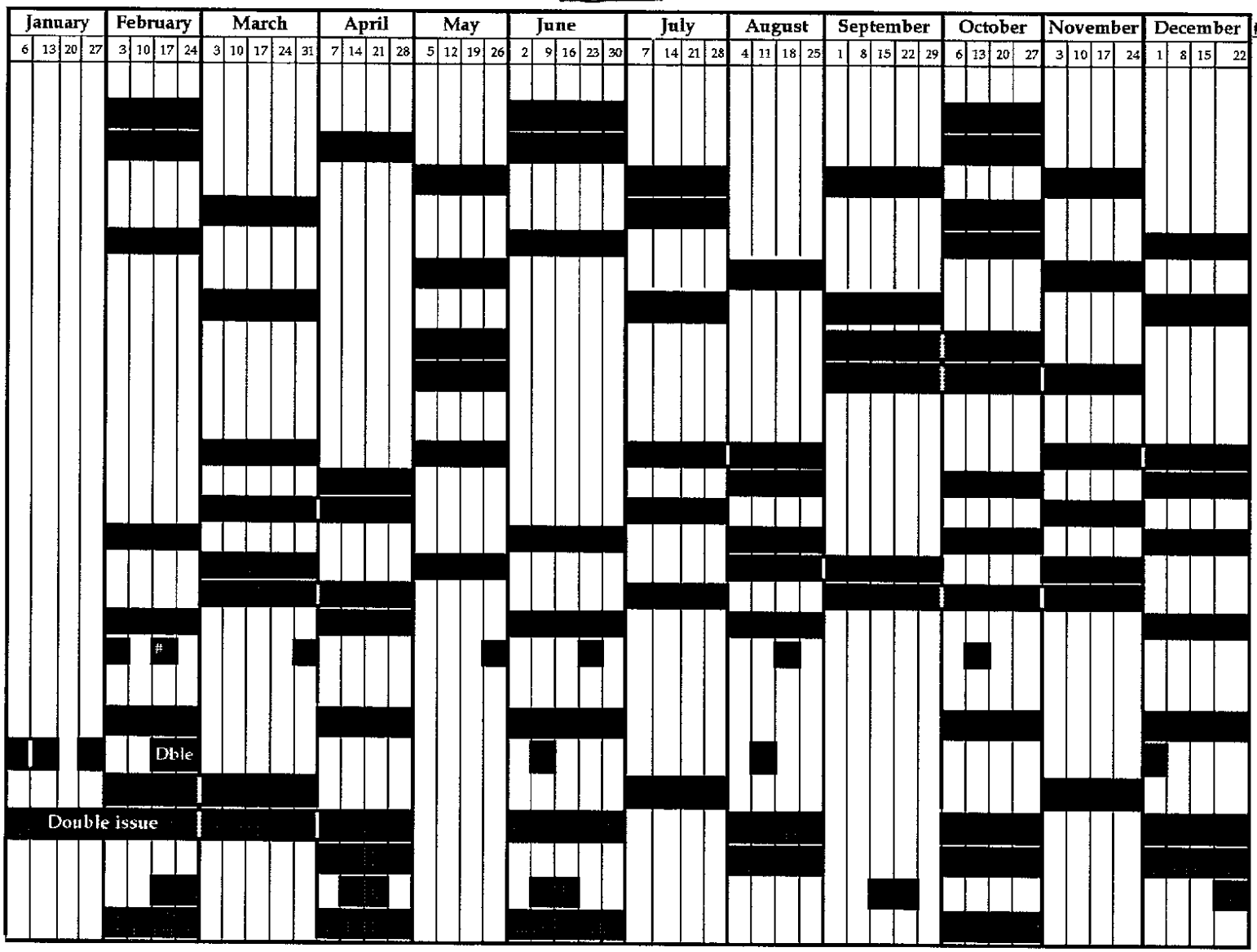

* Swimsuit Issue

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Parliament Lights
1997 Florida "Blue" Activity

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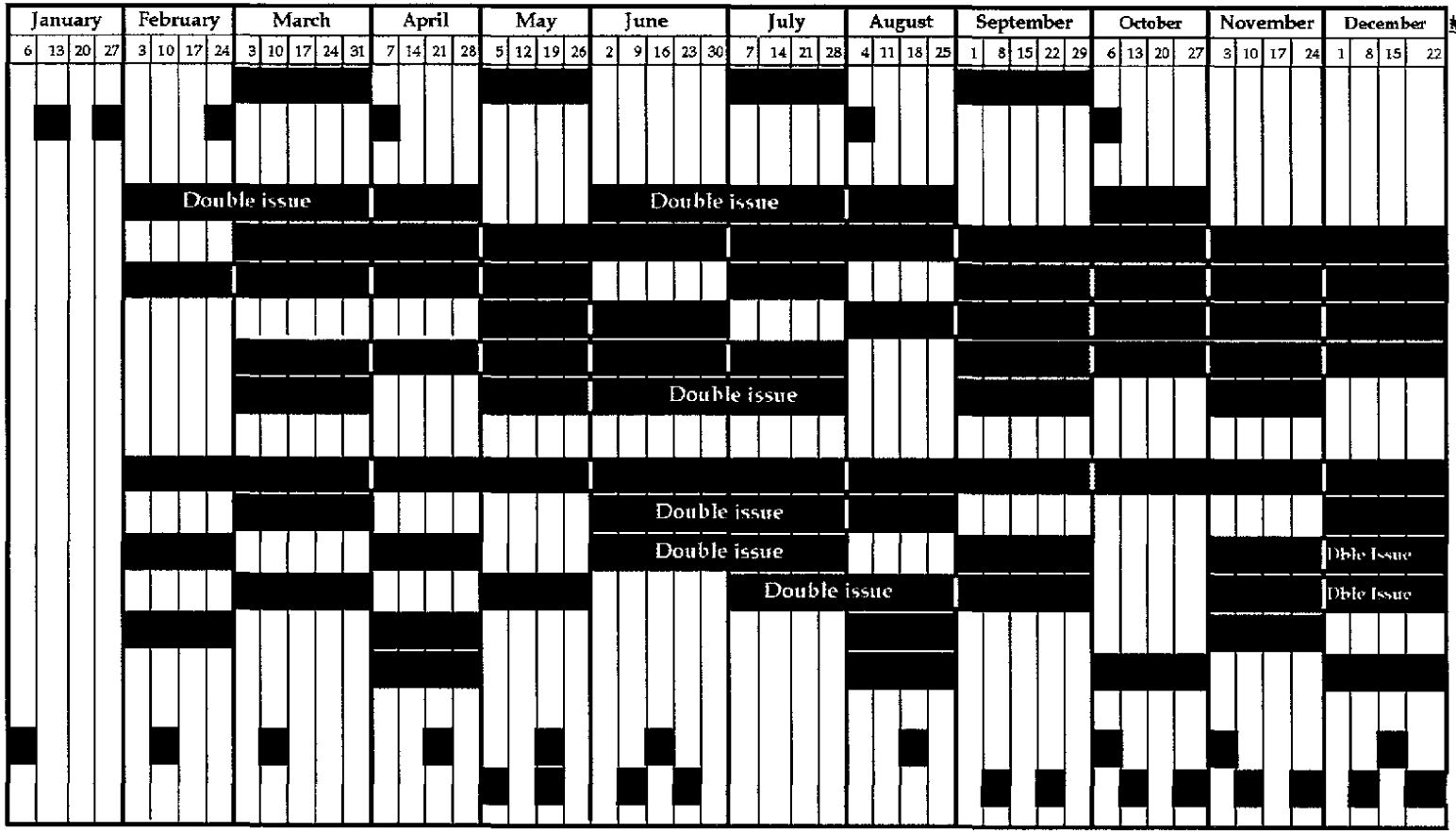

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